**He Started An LGBTQ Magazine During The Pandemic. It Worked.**

John Sotomayor’s LGBTQ publication Embrace Magazine published its first issue in April of 2020, just as the pandemic was forcing companies to pull ads. The risk paid off; the publication was named Magazine of the Year by the Florida Magazine Association, and now it has readers on six continents.

***Poynter 1.31.22***

[*https://www.poynter.org/business-work/2022/he-started-an-lgbtq-magazine-during-the-pandemic-heres-what-he-learned/*](https://www.poynter.org/business-work/2022/he-started-an-lgbtq-magazine-during-the-pandemic-heres-what-he-learned/)

*Image credit:*

[*https://img1.wsimg.com/isteam/ip/39c347c0-035c-4be4-90c0-2633e612ff11/thumbnail\_John%20Sotomayor.jpg/:/cr=t:0%25,l:0%25,w:100%25,h:80.65%25/rs=w:388,h:194,cg:true*](https://img1.wsimg.com/isteam/ip/39c347c0-035c-4be4-90c0-2633e612ff11/thumbnail_John%20Sotomayor.jpg/%3A/cr%3Dt%3A0%25%2Cl%3A0%25%2Cw%3A100%25%2Ch%3A80.65%25/rs%3Dw%3A388%2Ch%3A194%2Ccg%3Atrue)

[*https://embracemagazine.us/*](https://embracemagazine.us/)